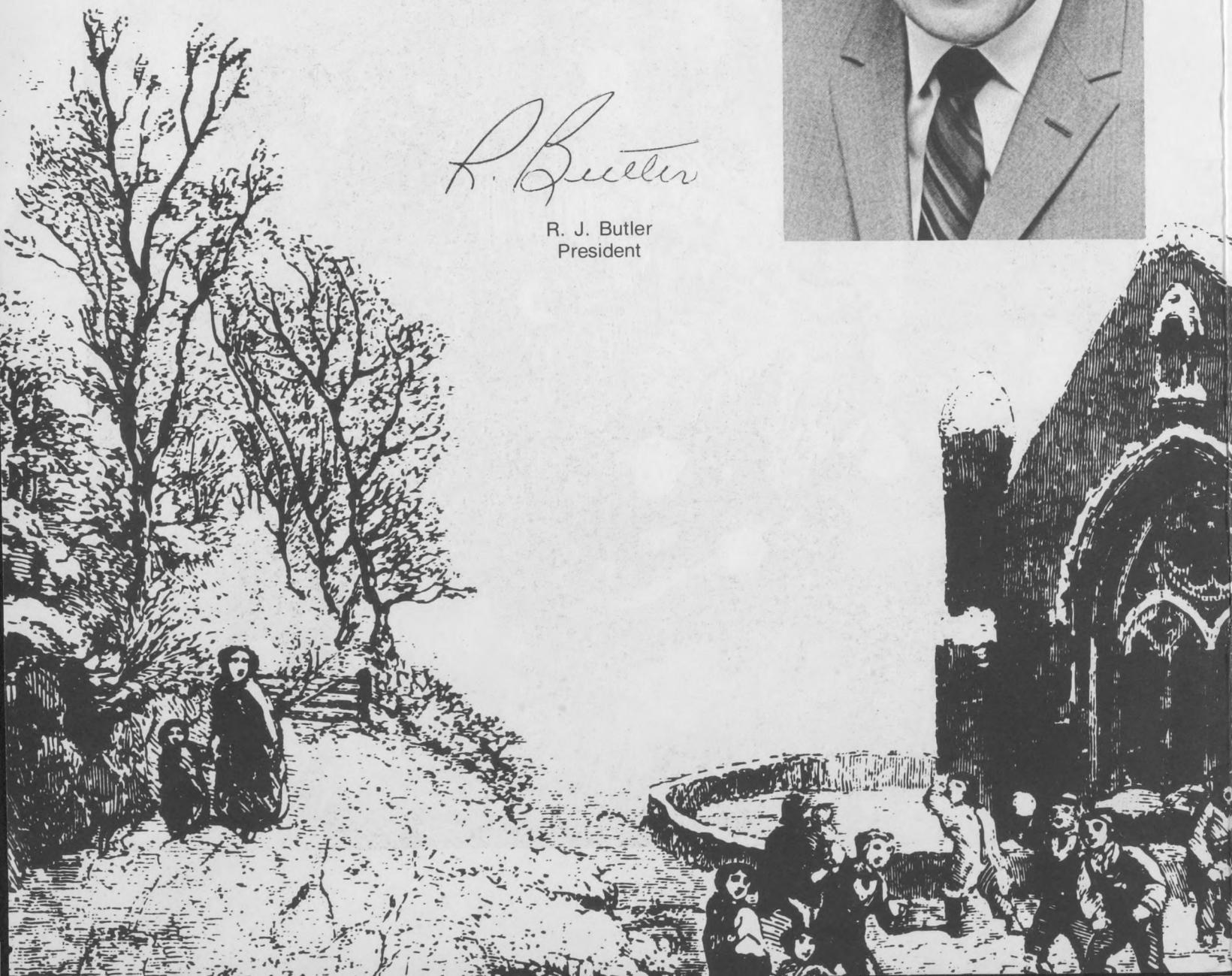


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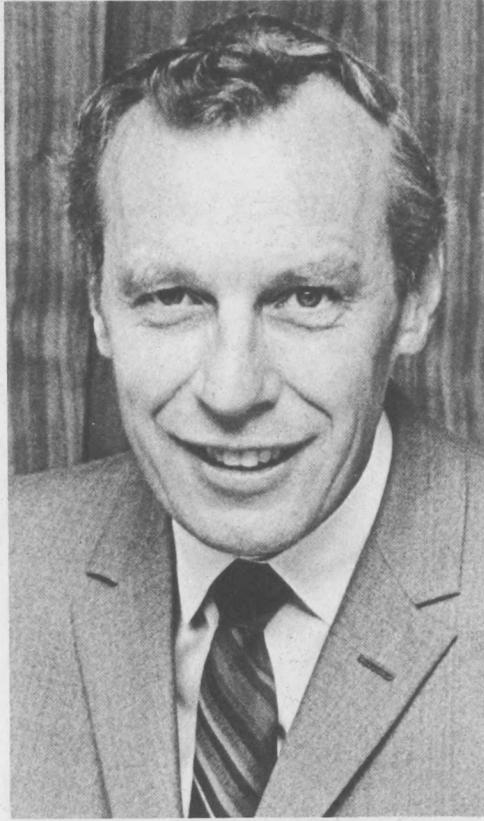
christmas

Christmas 1969 brings to a close one of the most eventful years in our history. It has been a year of celebration and significant change during which the entire staff, each in his own way, contributed to the success of our 100th Anniversary. My associates join me in extending our warmest congratulations and appreciation for your splendid co-operation and in wishing one and all a Very Merry Christmas and a Happy New Year.



R. Butler

R. J. Butler
President



GREETINGS



R. W. Peck
General Manager
Winnipeg Area



F. G. Muirhead
General Manager
Western Catalogue



N. R. Franklin
General Manager
Western Stores

As 1969 is our Company's Centennial this Holiday Season has added significance for Eaton people. At the close of this memorable year, we extend our personal words of appreciation to all of you, wherever you may be, for the spirit of co-operation so evident during this busy time. During the Christmas Season and throughout the coming year, may you and your family share abundantly in the warmth, inspiration and fellowship so traditional to the Holiday.

Ralph W. Peck F.G. Muirhead N.R. Franklin



THEY KEEP EATON TRUCKS...

ON THE GO

IN SLEET AND SNOW



LAST SUMMER when you were checking your car over for warm weather driving, our motor vehicle maintenance people were preparing Eaton trucks for this winter's sub-zero temperatures and snowstorms. In August, the motor vehicle garage in the Winnipeg Service Building began winterizing vehicles during preventive maintenance checks, which occur every 40 working days.

Essential for winter protection is radiator anti-freeze. Good quality Eaton brand-name Bulldog anti-freeze meets the requirement for our vehicles and it's normally left in the cooling system for two years. Using the motor vehicle maintenance record, the men know which vehicle will require a complete draining and refilling. The protection in all radiators is checked and anti-freeze added as needed.

Of paramount importance for safe winter driving is good traction. Tires are given special attention to make sure they can overcome winter hazards. All vehicles are equipped with sturdy ground grip Bulldog tires which are used all year round. Only during severe storms are chains used.

Eaton mechanics also pay special attention to brakes. The brake lining's condition is thoroughly checked. The preventive maintenance checklist under-the-hood includes hoses, connections, fan and generator belts, and battery tests.

This special preparation for winter, coupled with maintenance every 40 working hours, assures that vehicles provided for Company drivers are kept on the go in sleet and snow.

Since we use extra heavy duty oils there is no special change in winter grade lubricants. Use of such oils makes winter starting easier, too. Well heated garages makes starting a snap, as well.

Although our motor vehicle personnel have the basic responsibility for keeping the fleet ready to go, each driver shares in this responsibility. For instance, the driver is the only one who can tell if the brakes aren't functioning properly or the windshield wiper blades have ceased to do an adequate job. Drivers owe it to themselves to report any such deficiencies which they notice on the job.

How about your own personal vehicle? Perhaps this article will serve as a reminder to keep your car at peak performance during the freezing weather ahead. When you see those other cars broken down or stuck in the snow this winter, you will be glad you took the extra precaution of having your car in perfect working order. □

See page 5 for pictures and a review of safe driving techniques for winter.

F.I.R.S. IS HERE!

Imagine how difficult it was to buy fashions — without today's up-to-the-minute reporting technique — at the time when Timothy Eaton opened his first store in Toronto.

Buyers were hampered by the severe restrictions of not knowing anything about the latest fashions from Paris, the nineteenth century's foremost fashion centre, until months after their introduction. Eaton's European buyers even attended fashionable happenings in France, such as the races at Longchamps, to make quick sketches of some of the clothing they saw and relay the facts back to home office.

However, in today's market, styles are constantly changing and to get the latest fashions to customers when trends are at their peak demands speed and coordination unheard of a century ago.

To keep our buyers posted with up-to-the-minute news on what's happening in fashion trends, Eaton introduced, last November, the first phase of an operation known as the Fashion Information Reporting System.

The heart of FIRS is the Control Systems area of the Winnipeg Merchandise Services department, headed by Supervisor Margaret Robertson. Information on fashion merchandise, in the form of ticket stubs, order copies, and other data, is gathered before being processed by the computer. The end results are reports, twice a week, which gives buyers information on what's happening in their area. From the forms they can quickly determine whether to re-order, suggest a markdown in price, or a transfer to a more favourable selling location.

In addition to these "action" reports, FIRS produces information designed to help buyers plan for their next season. This is basically a comparison of our suppliers' success with different types of merchandise.

Control Systems staff are currently working closely with Data Processing on the development of FIRS, Phase II, a more efficient and faster reporting system, to be introduced in May, 1970.

Combined efforts of the Fashion Buyers, Control Systems, and E.D.P. will result in one of the most sophisticated systems for the control of fashion inventory in North America.

However, even though FIRS, Phase I and II, are highly developed pro-

grams, they are only tools. The reports produced by FIRS are only as valid as the data fed into the system.

The FIRS concept was not arrived at magically overnight. "Months of planning and considerable expense were involved to bring FIRS to its current state," commented Margaret Robertson. "The net result of this program will be that we can better serve our customers by providing the latest fashions as soon as they're available."



Margaret Robertson, Control Systems Supervisor, right, checks a print ticket that provides basic information to FIRS. At left is Linda Dooley, FIRS Analyst, and Terry Irvine, Control Systems.



In the Data Centre, stacks of tickets from the sales floor are sorted every working day by Monique Peloquin, left, Donna McClay and Rose Fishel. These tickets are fed into a ticket converter which makes them into IBM punch cards for the computer.

Helen Sigurdur Tops List of Winnipeg Suggestors

The best suggestion awarded by the Winnipeg Suggestion Committee, following a late-November meeting, netted Helen Sigurdur, Telephone Order Board, a \$25 prize.

Mrs. Sigurdur suggested that the price books list code telephone numbers of departments for the convenience of operators and to help speed up service.

Second on the list money-wise was a \$15 award presented to Elizabeth Giesbrecht, Catalogue Salesroom, who suggested that a receiving box for account bills be placed in the Catalogue Salesroom.

Eight Eatoniens received \$10 prizes: Viola Swonnell, Catalogue Shipping; Jean Street, Grill Room Products; Edith Whitaker, Ladies' Fashions, Polo Park; Bea Allan, Bedding Department, Polo Park; Lena Smith, Cash Office, Polo Park; Elaine Dirom, Men's Furnishings, Polo Park; Margaret Eddie, Ladies' Fashions, Polo Park; and William Holland, Central Receiving.

APPOINTMENTS

WINNIPEG

J. E. Babineau, Department Manager 260-560-1760.
H. Morgan, Department Manager 258-456-756-1765.
J. Lammens, Department Manager 256-257-259-1756-1757-1759.
J. Caine, Project Supervisor.
E. W. Klinck, Buyer 345.
G. F. J. Whyte, Department Manager 201-202-217.
G. A. Griffith, Shopping Service Supervisor.
T. W. Light, Technical Services Supervisor.
REGINA
G. Sentes, Sales Manager 201-209-210.
E. B. Cawsey, Sales Manager 212-215-222-233-236.
Mrs. M. C. Pratt, Sales Manager 204-241-244-246-248.
Mrs. L. C. Scott, Sales Manager 237-238.
V. Bruce, Sales Manager 228-229-232.



Mr. and Mrs. R. Hamilton.

65th Anniversary

A former member of Winnipeg's Jewellery Workroom, who retired in 1950, recently celebrated his 65th Wedding Anniversary. Robert Hamilton and his wife, who were married in Scotland in 1904, were feted on their anniversary by friends and relatives at their home in Winnipeg. One of their daughters is Ruby Fraser, Employment Office, Service Building. The couple have six grandchildren and two great-grandchildren. Mr. Hamilton, a veteran of the Boer War, and his wife, received messages of congratulations from Queen Elizabeth, Prime Minister Trudeau, Lieutenant-Governor Bowles, and Premier Schreyer.



HOLIDAY HAPPENINGS: Eaton's presented a wide range of fashions for the holiday season during the Young Women's Christian Association's show at Winnipeg's Marlborough Hotel Nov. 26. A few days later the show was staged for



Eaton Career Club members in the Downtown Store. Fashions featured had the look of the '70s and included ski outfits, jumpsuits, swim wear and some space-age inspired clothing.



"MEET ME AT THE CHAR BAR"

New Lunch Counter opens in Downtown Store

An attractive addition to Winnipeg Downtown Store's third floor is the 151-seat Char Bar opened in November.



The eating area is rapidly becoming a favourite meeting place for shoppers, who have a wide range of tasty meals and snacks to choose from, including the 'specialty of the house' — charcoal broiled hamburgers.

Supervisor of the new eatery is Kathy Boros who directs a regular staff of 10 waitresses and six backup people in the kitchen area.

During peak periods at noon extra staff join the team to take care of the increased business. Menus are changed daily to give customers plenty of variety.

"Meet me at the Char Bar for lunch" is rapidly becoming a common remark for Winnipeggers, as more and more of them discover this bright, new downtown eating spot.



Kathy Boros, Supervisor, points out a new item on the menu to Rose Lewis.



Salads and sandwiches are prepared by Nettie Bell.



Olga Fast pours succulent gravy.



Taking care of Char Bar specialty — charcoal broiled hamburger — is Betty Wensel.



Irene Sanclemente keeps dishes flowing smoothly through giant dish washer.

\$5,000 FOR CHRISTMAS

ADDIE MOORE WINS NATION-WIDE EATON 100 BIRTHDAY CONTEST

Addie Moore of Eaton's in Halifax received an exciting Christmas gift from the Company in the form of \$5,000 — the top prize in the nation-wide Centennial Birthday Contest Draw in Montreal, Dec. 8.

Western representatives at the event were Lillian Grinham, Catalogue Order Filling, Gladys Kindred, Moose Jaw Hardware, Peggy Galbraith, Service Building, Helen Smith, Workroom Administration, and Gordon Grimes, Catalogue Order Filling. These five preliminary draw winners received prizes totalling \$2,000 on November 21.

Returning contestants praised the hospitalité of their Montreal hosts, who took them on tours of the city and feted them at a lavish banquet in their honour on December 8, the Company's official birthday.

Some 25 staff members from across Canada competed for the Centennial draw's top prize of \$5,000.



ON TARGET: Eaton's men's basketball league in Winnipeg challenged a team from Century Motors and lost to the Auto firm by a score of 78-69 on December 3. John Stewart, centre, and teammate Bob Hees wait in anticipation at another tally for Eaton's. The result: John's throw was on target.



Doreen Cairns, Service Building Carpet Workroom, is congratulated by Governor-General Roland Michener, Prior of the Order of St. John, during an investiture of St. John Ambulance personnel at Government House, Ottawa, Nov. 7. Miss Cairns was invested as a Serving Sister.

INTEREST

RATE UP

Effective November 1, 1969, the interest rate on Eaton Employee Time Deposit Accounts was increased to 8½ percent per annum. Employee Savings Accounts will continue to pay 6½ percent per annum.



VANCOUVER VISITOR: Dean Klassen, Telephone Training Co-ordinator, Winnipeg, right, gave Celia Kearney, Supervisor, Buy-Line, Vancouver, a tour of the Catalogue's telephone order room. Plans are well underway to introduce a similar telephone system in Vancouver.

MEET YOUR CORRESPONDENT

RUBY FRASER, SERVICE BUILDING

Be interested in people and become involved is the motto of Ruby Fraser, Contacts' Correspondent in the Service Building. Mrs.



Ruby Fraser

Fraser, who works in the Personnel Office, has been associated with Eaton's since 1928. She started her career with the Company as a messenger girl and worked her way up to Head Cashier. A break in her service occurred when Ruby left the Company to get married. She returned in 1948 to the Downtown Store's Employment Office. Later, she helped establish two new Employment Offices in the Catalogue and Service Buildings. Her special interest in people is invaluable in her job as an employment representative and reporter for Contacts. She's also a keen curler and an ardent promoter of staff recreational events.

MANEK, PENNER TRIUMPH IN MINI TOURNEY

Sharpshooters Sheila Manek and John Penner of the Tuesday Night bowling league received the top awards in the Winnipeg 'Mini' Centennial Bowling Tourney at the Bowldrome Nov. 23.

In second place were Edith Morgan and Dave Brown. Ladies' high single award also went to Edith Morgan, while John Penner captured the men's high single event. Individual honors in high three category were chalked up by Edith Morgan and Dave Brown. Other keglers who qualified for prizes were: in the ladies' division — Edith Morgan, Massey Yamakami, Mary Hume, Donna Metz, Pam Palidichuk, Ann Joss, Sybil Hannesson, Francis Spice, Irene Goodman, Pat Timmons, Vi Morris, Janet Kirkwood and Rose Hryncuk.

In the men's division the prize winners were: George Glanfield, Bob Leclerc, Ernie Rohloff, Bill Taggart, Jim Thornburn, Basil McAlpine, Lorne Jackson, Don Swaffer, Harvey Zacharias, Al Inglis, Stan Rusnak, Walter Swirski and Siggy Sigvaldason.



Sheila Manek



John Penner



Over 5,000 Christmas presents were collected this year in the Winnipeg Downtown Store for hospitalized veterans at the Deer Lodge Hospital. Manning the special collection area on the third floor are Margaret Steele, War Veterans Association, and Harry Baker, Furniture.

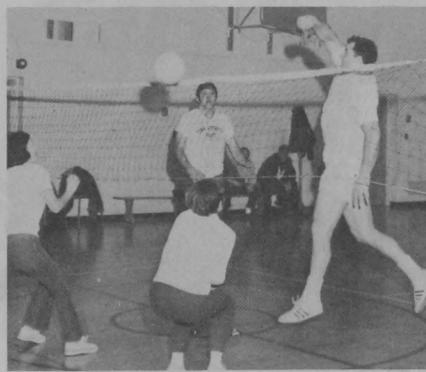


NAME GAME: The name of the game was \$50 in gift certificates for the three Eaton people who won the Suggestion Committee's Name the Cafeteria Contest. Presenting the prizes are Roy Robinson, Merchandise Processing Manager, second left, and W. H. Evans, Personnel & Operating Manager. From left to right are: Constance Armonson, Packing & Crating, Service Building; Mr. Robinson; Marion Carr, Catalogue Procurement Office; Mr. Evans, and Margaret Morran, Customer Accounts. Out of 300 entries, the following names were chosen: "Trophy Room" — second floor cafeteria, Downtown; "Hargrave Room" — sixth floor Catalogue cafeteria, and the main Service Building cafeteria is to be called "The Viking Room."

WHAT TO GIVE CHILDREN AT CHRISTMAS?

Because children believe our own beliefs are deepened in this year of 1969, our Company's Centennial. The gifts they give are enormous, being nothing less than faith, wonder, love, laughter, trust.

They give in innocence and without question what cannot be bought — themselves. What are we to give



QUELL BOMBERS: Have you ever heard of a girl's volleyball team defeating the Winnipeg Blue Bombers? Well, it happened! Despite the fine form displayed by Bomber players in the above photo, the Winnipeg store's Eaton girls' team downed the football squad 14-12 in a challenge match at the Andrew Mynarski School, Dec. 3.

in return? Christmas presents are fun — the games, the toys, the candy. Surely it must also be something more. And more indeed than can be given in a single day. It must be that which only we can create, alone and with others . . . a better, much better, world for these children to inherit. To this hope, we rededicate ourselves.



PEP TALK: Blue Bomber Ed Ulmer, Merchandise Services, the Eaton girls' volleyball coach, gives team a pep talk. From left to right, are Pat Telford, Mr. Ulmer, Gerrie Matheson, Judy Oglvie and Janet Curtis.



LANDMARK MAKES WAY FOR 17-STOREY BUILDING

The demolition of the Mitchell-Copp building on Hargrave and Portage opposite Eaton's Winnipeg Downtown store — began in earnest early this month as workmen ripped away the building's facade to make way for a 17-storey Bank of Montreal Building. The \$5 million structure is to be the B of M's divisional headquarters for Manitoba and Saskatchewan. The building, slated for completion in June, 1971, contains 180,000 square feet of floor space and will eventually tower several storeys above Eaton's and block the impressive view of Portage Avenue, now enjoyed by staff working in offices on the west side of the building.



65th Parade Led By Rick Evans

The 65th annual Santa Claus Parade in Toronto was led by a special Centennial float designed by Ricky Evans of Weston, Ontario, the winner of the Eaton design-a-float contest for children.

Ricky's design symbolized the 100-year span by featuring a winter scene with an old fashioned dog sled at the front of the float and a snowmobile at the rear. Between the two vehicles was a large birthday cake topped by the Eaton 100th anniversary symbol set in a simulation of northern light.

Ricky's mother, Doris works in the Toronto store's Catalogue department.



WESTERN AREA WINNERS: Here're the Centennial Float Design winners in the Western Area and their families. At left is second prize winner Margo Gray and her father Herbert, Paint Shop; centre is Mr. and Mrs. Arthur Metz and their two daughters, Linda, first prize winner, and Sandra. Arthur works in the Contract Sales Office. Joe Brekelmans, at right, came third, and with him are his mother Dona, who works in Order Processing, and sister Pat.

SERVICE ANNIVERSARIES

40 YEARS



T. S. Weston, Order Filling, November 21.



Mr. C. Bennett, PTA Advertising, December 13.



Mr. Roy Williams, Moose Jaw Caretaking, November 22.

25 YEARS



Mrs. Christina M. Glanfield, Service Bldg. Cafeteria, October 13.



Steve Lucyk, Vacuums & Cleaners, November 29.



Mr. B. H. Heichert, Men's Tailoring, January 8.



Mr. J. C. Johnson, Engineers, January 22.

People Count

At Eaton's



Bon Gall

In a letter to Eaton's, a Transcona customer wrote: "The company policy of satisfied customers, can only be carried out, by its management and staff, and it is to these ambassadors of goodwill. I would like to say thank you." She explained that Eaton driver Bon Gall, while on his delivery route, had come to the assistance of her mother when she suddenly became ill. Mr. Gall, she said, is an example of the wonderful people who belong to Eaton's. The Winnipeg Driver is Eaton's Driver-of-the-month.

Newsmakers

F. G. Muirhead, General Manager, Western Catalogue, was appointed to the Board of Regents of the University of Winnipeg.

* * *

A. W. P. Harrison, Catalogue District Sales Manager, Manitoba and Western Ontario, was appointed a Director of the Manitoba Heart Foundation.

* * *

A. Peabody, Accounts Office, Winnipeg Downtown, recently became a member of the Canadian Credit Institute, following the completion of a 3-year course from the University of Toronto.

* * *

A. K. Baker, Polo Park Floor Covering, has been named Co-Chairman for the Centennial 70 activities of the Manitoba and Northwestern Ontario branches of the Royal Canadian Legion.

Leisure Days Ahead



Mr. J. S. Woodhouse, Watch Repairs, 41 years of service.



Mr. S. J. Ashbridge, Sales Services Administration, 41 years of service.



Mrs. I. G. Lawson, Cat. Accounting, 39 years of service.



Mrs. F. Gibbs, Customers' Accounts, 27 years of service.



Mrs. E. Mack, Candy Factory, 27 years of service.



Mr. D. McRae, Elevators, 24 years of service.



Mrs. A. W. Kertcher, Children's Shoes, 23 years of service.



Mrs. A. Greco, Candy Factory, 10 years of service.

Best wishes to the following Eatonians on their retirement. In addition to those in the photographs are: Mr. W. D. Stewart, Cat. Order Filling, 45 years of service; Mr. O. Westman, Cat. Order Filling, 44 years of service; Miss Bella Ferris, Rebuy Office, 42 years of service; Mr. S. Magnusson, Dispatch, 40 years of service; Mr. L. H. Snell, Heavy Goods Packing & Crating, 40 years of service; Mrs. I. Peterson, Customers' Accounts, 35 years of service.



1969 IN REVIEW

a year of challenge, accomplishments and renewed vitality for Eaton people.

JANUARY . . . The turn of a gold key in a door of Eaton's Queen Street Store by President John David Eaton, accompanied by his two granddaughters, marks the official opening of Company's Centennial Year . . . Final design plans unveiled for Eaton's new 5-storey store in Vancouver . . .

FEBRUARY . . . New telephone system, known as Centrex, becomes operational in Winnipeg . . . Master Salesman Club awards presented to 27 in Winnipeg Downtown Store . . .

MARCH . . . Company purchases ten acres of land for new store in North Winnipeg's Garden City Shopping Centre . . .

APRIL . . . Harry Dee, Catalogue Assembly & Shipping, celebrates 50 years of service . . .

MAY . . . First staff cruise on Red River attracts 200 . . . University scholarship plan introduced for sons and daughters of staff members . . .

JUNE . . . Mr. and Mrs. John Craig Eaton visited the store where great-grandfather Timothy Eaton served his apprenticeship at Portglenone, Northern Ireland . . . Walter Mills, Winnipeg Foodateria, celebrates his 50th anniversary . . .

JULY . . . Centrepoint Complex unveiled . . .

AUGUST . . . Mr. John David Eaton announces his retirement . . . Mr. Robert J. Butler appointed President and Chief Executive Officer . . .

SEPTEMBER . . . New book on Eaton's Centennial — "The Store That Timothy Built" — goes on sale . . . Alberta wins Centennial Golf Tourney at Kelowna, British Columbia . . . George Drummond, Winnipeg Men's Furnishings, records 50th anniversary . . .

OCTOBER . . . Paris Designer Pierre Cardin's acclaimed Fall collection headlines World Import Fair . . . Staff and Company donate largest single gift to Winnipeg's United Way . . .

NOVEMBER . . . Ontario wins Centennial Bowling Championships . . . New Saskatoon Store nears completion . . .

DECEMBER . . . Centennial Birthday Contest \$5,000 prize winner is Addie Moore of Halifax . . . Santa Train goes to Portage la Prairie . . . Canadians celebrate the festive season . . . Manitoba prepares for Province's Centennial . . .



1



2

- 1 Jack Douglas cleans a transmission with hot steam before giving it an overhaul.
- 2 Supervisor Jim Thorburn inspects a vehicle that is due for preventive maintenance check-up.
- 3 Valdie Thorsteinson prepares vehicle for winter weather.
- 4 Jack Sinclair pastes the back of a new decal.



3



4

A Review Of Safe Driving Techniques For Winter

1. Start early, drive slowly on slippery roads, and allow plenty of stopping room between cars.
2. Drive with your low-beam headlights on during inclement weather, even in the daytime.
3. Approach corners slowly — start stopping early.
4. To retain steering and braking control while stopping on a slippery road, pump the brakes with rapid light jabs on the pedal.
5. If you encounter an unexpected patch of ice, do not brake. Instead, let the car "roll" through the slippery area, steering as slightly as needed.
6. If you go into a skid, do not apply the brakes or the accelerator. If the rear end skids to the right steer right — if it skids to the left steer left.
7. To go over a hill, get up enough speed to get to the top of the hill. Then ease off, allowing for any stalled cars on the downgrade. An automobile is no safer than its driver. And the driver can only be a safe driver when he gives his full attention to the task of driving.



Ross Bird, Auditor, Winnipeg Area, centre, and Bill Mitchell, Financial Audit Supervisor, discuss plans for a Catalogue Sales Office audit with Ken Von Platen, CSO Operations Manager.

Management's Right Hand Man

He performs an important service for management.

He talks to staff members at all levels and at every location. He looks at the Company with an objective eye, an analytical mind.

He is a man who seeks knowledge of all departmental operations. What's his line?

He is an internal auditor.

Reviewing and analyzing problems are important parts of his interesting and vitally significant job. First, he determines the extent to which Company assets are accounted for and safeguarded. Second, he checks the reliability of financial data. And, thirdly, he finds out if Company policies and procedures are being carried out effectively. In effect, the Company's Internal Audit Department is literally management's right hand man.

"It's the Audit's job to reassure management about the validity of information on which many Company decisions are based," says Ross Bird, Auditor, Winnipeg Area.

It was once the practice to carry out detailed checks of thousands of accounting documents. The auditor would spend long periods of time at one location, scanning and checking reams of data. This restrictive practice has changed to the more comprehensive operational approach.

Now, he looks at operations from their point of origin through all departments to their end product. His interests encompass all the Company's systems. Essentially, he is a constructive business analyst who helps our organization to operate better and more efficiently.

Audits begin in areas where data most frequently originate. The basic data are checked by the auditor as they move from one location to another until reaching an end product, such as bills to customers and reports to management.

An operational review is designed to investigate a system to make sure it's being operated

correctly and following laid down procedures. Many different departments are often involved. Prior to the investigation, the auditor familiarizes himself with the entire system and prepares a comprehensive plan of action. During the review of the COD System, for example, the checking begins with the sales department, where the bills originate.

In the selling section, he ensures that the correct procedures are being followed. He then scrutinizes the order filling, shipping and delivery operations. These detailed checks make sure all the controls are working effectively and the system is operating efficiently. Finally, the auditor prepares his report to management. In this report he outlines the problems and makes recommendations to correct them.

The internal audit program in our Company is under the direction of Robert C. Gadd, Company Internal Auditor, Toronto. In Winnipeg, there are 10 auditors in the internal audit group and they

have a definite interdepartmental flavour, with people from the Sales, Accounting, Merchandising Services, Industrial Engineering and Sales Audit departments. The assignment of people from various departments to the audit force improves the quality of service provided to management.

Prerequisites of an internal auditor include integrity, an analytical mind, communication skills, particularly through the written report, and an ability to deal with people.

Audits are usually planned well ahead of time. However, the program has to be flexible to accommodate specific requests from management people who have particular audit need.

Today's internal auditor has discarded the green eye shade, the chore of counting pennies, and the task of checking long columns of figures.

He is helping Eaton's provide customers with the kind of service they deserve — efficiently and economically. Using the operational approach, he helps management "take stock" of a growing and complex Company.



Don Krack, left, and Carol Makar gather information on Systems from Parker Caufield, Computer Operations Supervisor.



Sandy Hebert, Stock Audit Supervisor, left, reviews an audit's progress with staff members Vi Gledhill, Pat Giles, and Don Sanderson.

CONTACTS

DECEMBER
Volume 5, Number 11

Published to communicate the accomplishments and activities of the 10,000 staff in the Winnipeg Area, Western Catalogue and Western Stores the performance and progress of our company and the retail industry.

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EDITOR:
Michael Hartley

Publications Office
T. Eaton Co. Limited
8th Floor, Winnipeg
Store
Phone 988-3124

CORRESPONDENTS

Blanche Benson	Brandon
Bernice Chorney	Winnipeg
	Downtown Store
Dianne Thomson	Saskatoon
Annette D'Angelo	Port Arthur
Ruby Fraser	Winnipeg Service
	Building
Arnett Laughlin	Moose Jaw
Ian Ross	Winnipeg Catalogue
Lillian Galvin	Regina
Eve Wood	Polo Park

COVER STOREY: Christmas is a feeling, not a season. A feeling of giving, of sharing . . . the inner joy of making others happy . . . of extending a smile freely given, gladly received, goodwill towards men. Something to reflect upon at Christmas. Why not year 'round?

EATONIANS MAKE GOOD NEIGHBOURS

DOREEN CAIRNS



Doreen Cairns, centre, demonstrates a 'hospital corner' to Girl Guides.

FOR Doreen Cairns, Service Building Carpet Workroom, community service plays an important part in her life. She has been active in the St. John Ambulance Brigade for the past 12 years, having worked her way up through the ranks to the position of District Supervisor in Portage la Prairie. Last month, Doreen attended an investiture at Government House, Ottawa, where she was invested by Governor General Roland Michener as a Serving Sister in the Order of St. John.

Recognizing the importance of today's youth in the community, Doreen has a deep concern for the welfare and development of young people. An important part of the organization's nursing and first aid instruction is to Girl Guides. These young people are

taught the rudiments of treating injuries and shown how to take care of sick people in the home.

Another major role is the training and development of new people within the organization and the manning of public events with St. John Ambulance personnel. These events range from races to rodeos, from blood donor clinics to bingos. Members in the Portage Division spend over 1,000 hours annually on the alert to assist the sick and the injured. Membership in the St. John Ambulance Brigade is entirely voluntary.

"I'm extremely proud of my division," said Doreen Cairns. "They're an extremely dedicated and enthusiastic group who know they have an important job to do — and do it well."

POSTES CANADA POSTAGE
5 C.
7150 WINNIPEG